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TO: Region Business Managers
Region Operation Managers

FROM: C. M. Uffindell

DATE: December 15, 1997

SUBJECT: CAMEL 1998 Event Information

To ensure we maximize all retail opportunities relative to CAMEL events, attached is a schedule/list of the following 1998 programs:

1) CAMEL BAR PROGRAM

- List of clubs, by city, in your region is attached.
- To maintain the confidentiality of this list, please do not distribute it to the Field.
- As clubs are added or deleted in 1998 we will forward updated lists.
- We will also forward lists for new cities added in 1998 once all clubs are signed.

2) CAMEL BIKER EVENTS

- We will not have any Biker premiums available for retail in 1998. However we are currently working on a program to make available excess 1997 SME bulk packed premiums for use at retail around Biker events.
- POS/PDI to support Biker events will be available 6 weeks before each event (allocations attached).
- If regions who border you need POS for event, you will need to allocate items to them, i.e., Laughlin - N. California.
- We will continue our conversion programs at each event via the CAMEL ROADHOUSE.

3) CAMEL POOL EVENTS

- List attached is tentative for 1998.
- As events are added, we will update affected regions.

To ensure we maximize the impact of these events, we will continue to communicate all new events and dates to affected Regions in 1998.

ccd

Attachments

c: Region Sales Managers
M. J. McKinny

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ALLOCATIONS

CAMEL BIKE 1998

PC PDI

<u>BIKER EVENT</u>	<u>REGION</u>	<u>CITY</u>	<u>DATE</u>	<u>EVENT SPECIFIC 3X6</u>		<u>100' PENNANT</u> <u>ROPE NON EVENT</u>
				<u>BANNER</u>	<u>ITEM#</u>	<u>SPECIFIC</u> <u>(ITEM # 522731)</u>
PHOENIX	HOUSTON / 5800	PHOENIX	2/11/98 - 2/14/98	100	538733	60
DAYTONA BEACH BIKE WEEK	FLORIDA / 2300	DAYTONA	2/28/98 - 3/8/98	500	538742	400
LAUGHLIN RIVER RUN	HOUSTON / 5800	LAUGHLIN	4/23/98 - 4/25/98	40	538745	15
MYRTLE BEACH	W/S / 2100	MYRTLE BEACH	TBD	100	538751	60
LACONIA RALLY & RACES	BUFFALO / 1600	LACONIA	6/14/98 - 6/21/98	40	538754	30
HOLISTER BIKE RALLY	N. CALIFORNIA / 5100	HOLLISTER	7/2/98 - 7/4/98	40	539474	15
STURGIS BLACK HILLS MOTOR CLASSIC	MINNEAPOLIS / 6300	STURGIS, SD	7/31/98 - 8/8/98	50	538760	50
4 CORNERS HORSE MOTORCYCLE RALLY	DENVER / 6600	IGNACIO, CO	9/4/98 - 9/7/98	50	538763	30
STREET VIBRATIONS	N. CALIFORNIA / 5100	RENO, NEVADA	9/17/98 - 9/20/98	100	538772	60
BIKTOBERFEST	FLORIDA / 2300	DAYTONA BEACH	10/15/98 - 10/18/98	100	538775	50

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ALLOC TIONS

CAMEL R RER 1998

PSS/PDI

<u>BIKER EVENT</u>	<u>REGION</u>	<u>CITY</u>	<u>DATE</u>	<u>EVENT SPECIFIC 3X6</u>		<u>100' PENNANT</u>	<u>ROPE</u>	<u>NON EVENT</u>
				<u>QUANTITY</u>	<u>BANNER</u>	<u>ITEM#</u>	<u>SPECIFIC</u> <u>(ITEM # 522731)</u>	
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<u>POOL EVENT</u>	<u>REGION</u>	<u>REGION #</u>	<u>CITY</u>	<u>DATE</u>
CAMEL 8 BALL CLASSIC NATIONAL SINGLES FINALS	N. CALIFORNIA	5100	LAS VEGAS	4/16/98 - 4/18/98
CAMEL POOL LEAGUE NATIONAL TEAM FINALS	N. CALIFORNIA	5100	LAS VEGAS	7/31/98 - 8/8/98

EVENTS BEING FINALIZED - TULSA, DALLAS, DENVER, NASHVILLE, PHILADELPHIA - MORE DETAILS WHEN AVAILABLE.

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New York

<u>Venue Name</u>	<u>Venue Street Address</u>			<u>Telephone</u>
13	35 E. 13th Street	New York	NY 10003	212-979-6677
26 Hudson	26th Street @ Hudson River	New York	NY 10001	212-243-9400
2i's	248 W. 14th Street	New York	NY 10014	212-807-1775
Ace Bar	531 East 5th Street	New York	NY 10009	212-979-8476
Acme Underground	9 Great Jones Street	New York	NY 10012	212-420-1934
alt.coffee	139 Avenue A	New York	NY 10009	212-529-2233
Arlene Grocery	95 Stanton Street	New York	NY 10002	212-358-1633
Beauty Bar	231 E. 14th Street	New York	NY 10003	212-539-1389
Bell Caffe	310 Spring Street	New York	NY 10013	212-334-2355
Bleecker Street Bar	58 Bleecker Street	New York	NY 10012	212-334-0244
bOb	235 Eldridge Street	New York	NY 10002	212-777-0588
Bowery Bar	40 E. 4th Street	New York	NY 10003	215-476-2220
Cafe Con Leche	124 W. 43rd Street	New York	NY 10036	215-819-0377
Coney Island High	15 St. Mark's Place	New York	NY 10003	212-674-7959
Continental	25 3rd Avenue	New York	NY 10003	212-529-6924
Den of Thieves	145 East Houston Street	New York	NY 10002	212-477-5005
Detour	349 E. 13th Street	New York	NY 10003	212-533-6212
Doc Holiday's	141 Avenue A	New York	NY 10009	212-979-0312
Don Hill's	511 Greenwich Street	New York	NY 10013	212-219-2850
Downtime	251 W. 30th Street	New York	NY 10001	212-695-2747
Elbow Room	144 Bleecker Street	New York	NY 10012	212-978-8434
Element Zero	215 E. 10th Street	New York	NY 10003	212-780-9855
Expo	124 W. 43rd Street	New York	NY 10036	212-819-0377
Flowers	21 W. 17th Street	New York	NY 10011	212-691-8888
Gemini	221 2nd Avenue	New York	NY 10002	212-245-5260
Giant Step (promoter)	62 White Street, #3R	New York	NY 10013	212-219-3567
Grange Hall	50 Commerce Street	New York	NY 10014	212-924-5246
Henrietta Hudson	438 Hudson Street	New York	NY 10014	212-924-3347
Izzy Bar	166 1st Avenue	New York	NY 10009	212-228-0444
Jet East	1181 North Sea Road	South Hampton	NY 11968	516-283-0808
Jet Lounge	286 Spring Street	New York	NY 10013	212-675-2277
La Nouvelle Justine	206 W. 23rd Street	New York	NY 10010	212-727-8642
Lansky Lounge	104 Norfolk St. North of Delancy St.	New York	NY 10002	212-677-9489
Life	158 Bleecker Street	New York	NY 10012	212-420-1999
Limelight	47 W. 20th Street	New York	NY 10010	
Lucky Cheng's	24 1st Avenue	New York	NY 10009	212-473-0516
Ludlow Bar	165 Ludlow Street	New York	NY 10002	212-353-0536
M-80		Hamptons	NY	
Meow Mix	269 E. Houston Street	New York	NY 10002	212-254-0688
Mother	432 W. 14th Street	New York	NY 10014	212-677-6060
Motor City	127 Ludlow Street	New York	NY 10002	212-358-1595
Naked Lunch	17 Thompson Street	New York	NY 10013	212-343-0828
Nation	50 Avenue A	New York	NY 10003	212-473-6239
New Music Cafe	380 Canal Street	New York	NY 10013	212-941-1018
nice guy eddie's	5 Avenue A	New York	NY 10009	212-253-1666
Now Bar	22 7th Avenue South	New York	NY 10014	212-293-0323
NV	289 Spring Street	New York	NY 10013	212-929-6868
NW3	242 E. 10th Street	New York	NY 10003	212-260-0891
Oneal's Grand	174 Grand Street	New York	NY 10013	212-941-9119
Opera	539 W. 21st Street	New York	NY 10011	212-229-1618

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Orson's	177 2nd Avenue	New York	NY 10003	212-475-1530
'ush	431 W. 14th Street	New York	NY 10014	212-367-7035
aminisce Lounge	334 East 73rd Street	New York	NY 10021	212-998-6100
S.O.B.'s	204 Varick Street	New York	NY 10014	212-243-4940
Sapphire Lounge	249 Eldridge Street	New York	NY 10002	212-777-5153
Shadow	229 W. 28th Street	New York	NY 10001	212-629-3331
Sound Factory	618 W. 46th Street	New York	NY 10036	212-489-0001
Spoon	12 Avenue A	New York	NY 10009	212-477-9050
Spy Bar	101 Greene Street	New York	NY 10012	212-343-9000
ST	634 E. 11th Street	New York	NY 10002	212-475-8270
Standard Notions	161 Ludlow Street	New York	NY 10002	212-473-3535
Tavern	125 Tuckahoe Lane	Hamptons	NY	
The Bank	225 East Houston Street	New York	NY 10002	212-505-5033
The Room	144 Sullivan Street	New York	NY 10012	212-477-2102
The Roxy	515 W. 18th Street	New York	NY 10011	212-645-5156
The Stoned Crow	85 Washington Place	New York	NY 10011	212-677-4022
Tunnel	220 12th Avenue	New York	NY 10001	212-695-4682
TWILo	530 W. 27th Street	New York	NY 10001	212-268-1600
Vain	9 Avenue A	New York	NY 10009	212-253-1462
Vazac's Horseshoe Bar (aka	108 Avenue B	New York	NY 10009	212-677-6742
Velvet	167 Avenue A	New York	NY 10009	212-475-2172
Wax	113 Mercer Street	New York	NY 10012	212-226-6082
Wonder Bar	505 E. 6th Street	New York	NY 10009	212-777-9105
WOW Bar	227 W. 28th Street	New York	NY 10001	212-924-4001
XVI	16 First Avenue	New York	NY 10009	212-260-1549
Bar	206 Avenue A	New York	NY 10009	212-982-9173

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